



Arthur Benjamin

Arthur Benjamin was born in NYC and lived in that metropolitan area until leaving to attend Clark University in Massachusetts. Since then he has lived in numerous cities throughout the USA, England, Colombia (SA) and for a short time in Denmark and Spain. Currently, he lives in Delray Beach (FL), Dallas (TX) and Salt Lake City (UT).

Mr. Benjamin's life commitment is to achieve "Better Lives for People and Pets" through partnerships, companies and charitable works. He has had many, now famous, mentors and guides that have contributed to his own successful journey to establish this noble goal: Robert Pante, Werner Erhard, Buckminster Fuller, Marshall Thurber and Dan Sullivan. And, he now serves many others in this same capacity.

Mr. Benjamin has three decades of experience in marketing, operations, and corporate management. Prior to joining DataMark in 1993, his employment history included executive management and sales at CBS, Group W, Major Market Television and Connecticut Public Broadcasting and two college groups. He has started a number of companies and grown these into substantial enterprises. He has been responsible for operations as diverse as the publication of a regional magazine, a TV production company, an ad agency, a media-buying service and over sixty colleges throughout the nation. He has also led civic efforts including sharing responsibility for a \$13 million capital campaign and co-developed several successful real estate projects.

Mr. Benjamin grew DataMark, as its Chairman & CEO, to the nation's largest comprehensive communications company exclusively for colleges and schools. He was also Executive Vice President of its public parent company, eCollege (a technology corporation that creates online educational platforms for numerous colleges and universities), after it acquired DataMark.

Mr. Benjamin joined ATI, a nationally-accredited group of private postsecondary schools and colleges, as its President & CEO in April of 2005, after serving as an outside director, and currently serves as its Chairman of the Board. During that time, he dramatically expanded the depth and breadth of the management team, improved processes, and began new initiatives aimed at the achievement of the future of the company and its students. Under his leadership, ATI has grown twenty-four (24) campuses and a small online division. It has campuses in five (5) states, supporting 3000 employees and their families and over 16000 students.

In late 2007, he was instrumental in the creation of another school group, American Institute, a group of private postsecondary schools training for in-demand jobs in the allied health field. Mr. Benjamin now serves on the board of the institution.